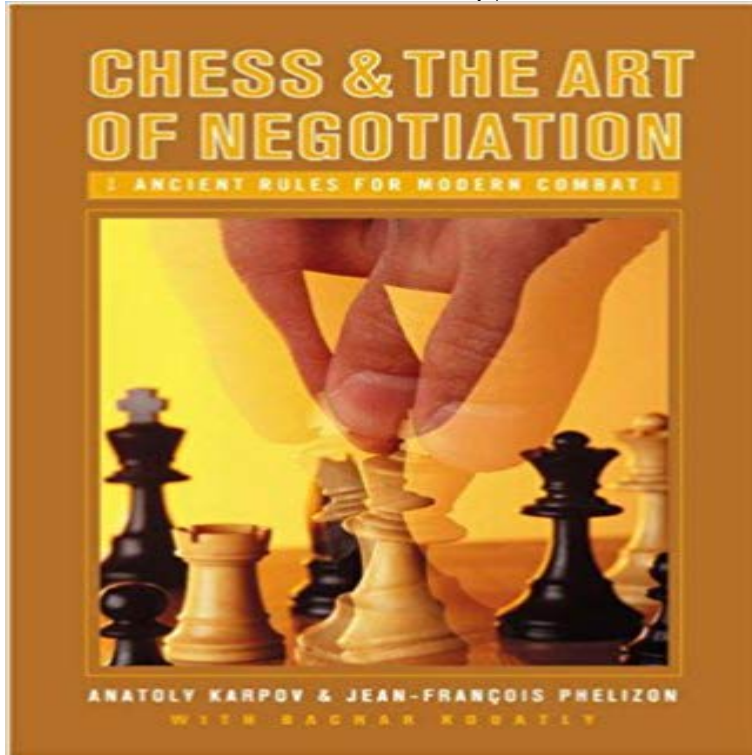


Chess and the Art of Negotiation: Ancient Rules for Modern Combat



Negotiations and other business maneuvers are like chess: every move generates a plethora of potential next moves. In *Chess and the Art of Negotiation*, a world-renowned chess master and a CEO of a global company join forces and apply the principles of chess to illuminate the dynamics of competition and negotiation?from angling for a promotion to landing the sale. In a colorful interview format, the authors argue that strategy drives tactics, and understanding the motivations behind your opponents strategy will help you navigate your way through the labyrinth of possibilities. Drawing from their own experiences in chess and business, as well as many historical and contemporary examples, the authors offer insight into the strategic mindset and how to apply it to any kind of negotiation or competitive situation. Not for the faint of heart, *Chess and the Art of Negotiation* assumes that in business, as in any game, there are winners and losers, and aims to help you prepare for combat and emerge victorious, not vanquished. Chess is like an intellectual labyrinth; whenever you open a door, you find yourself facing ten new doors. Negotiations and other business maneuvers are similar; each decision or action generates new opportunities. And, like chess, it is more important to determine the paths not taken. As Richard Nixon taught us: Always know ahead of time what you dont want. In *Chess and the Art of Negotiation*, a world-renowned chess master and a CEO of a global company combine forces and apply the principles of chess to illuminate the dynamics of competition, strategy and negotiation, whether angling for a promotion, beating your arch rival to a lucrative contract, or landing the sale. In a colorful interview format, the authors argue that it is not enough to be well prepared or well informed, nor is it sufficient to be trained in only the tactical aspects of

engagement. Strategy drives tactics, and understanding the motivations behind your opponents strategy will help you navigate your way through the labyrinth. Drawing from their own experiences in chess and in business, as well as many historical and contemporary examples, the authors offer insight into the strategic mindset and how to apply it to any kind of negotiation or competitive situation. Not for the faint of heart, Chess and the Art of Negotiation assumes that in business, as in any game, there are winners and losers, and aims to help you prepare for combat and emerge victorious, not vanquished.

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